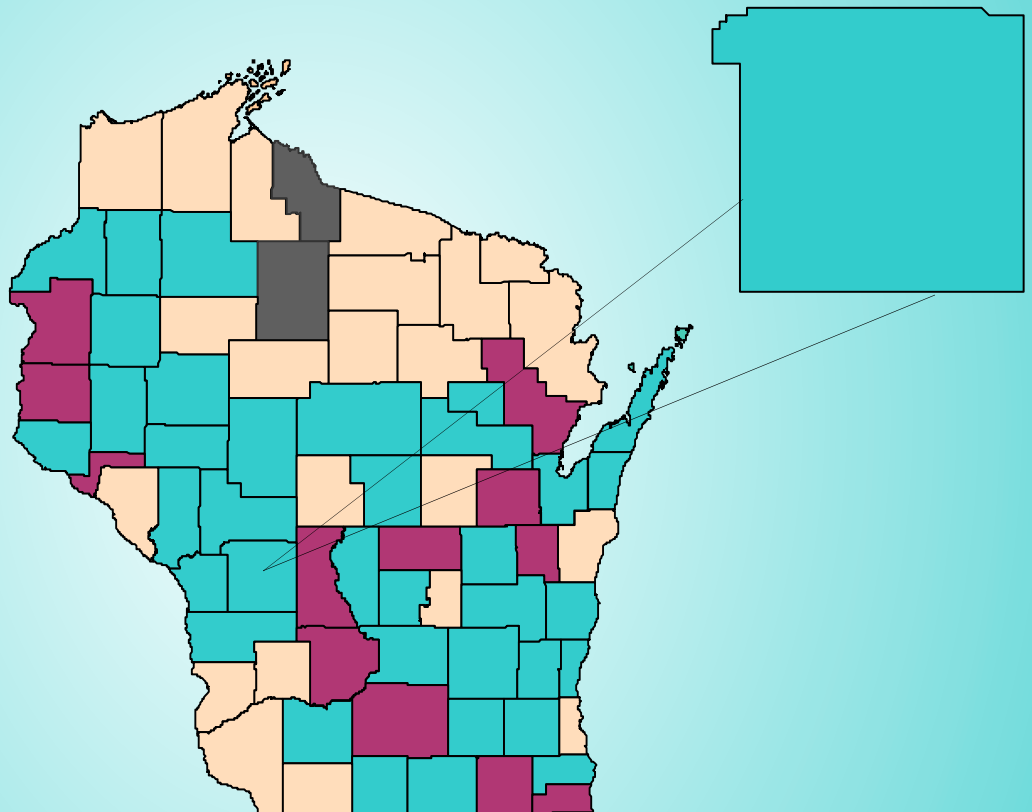


# Monroe County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

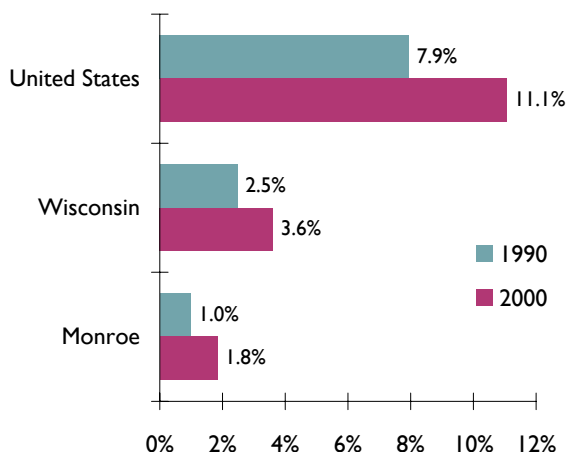
The population in Monroe County increased 2.4 percent from April 2000 through December 31, 2001. About two-thirds of these additional 966 residents moved into the county. This increase in Monroe County's population is considered healthy. During the same time period the national population grew by two percent and the state population grew by 1.7 percent.

The largest numerical increases in population were in the Cities of Sparta and Tomah and the Town of Sparta. The official increase in population in these three municipalities totaled 460, accounting for roughly half of the entire county's increase.

The migration rate in Monroe County was higher than the 0.9 percent migration rate in Wisconsin and kept pace with other non-metropolitan counties in the state. Of the total population increase of 966, the net increase from individuals moving to the county since 2000 was 608.

In 1980, the median age of a Monroe County resident was 31.2 years. In 1990 it was 33.7. By the year 2000 the median age of a Monroe County resident had climbed to 36.8 years old. The average Monroe County resident is slightly older than the average state resident and about three years older than the average American resident.

**Share of Foreign-born Residents**

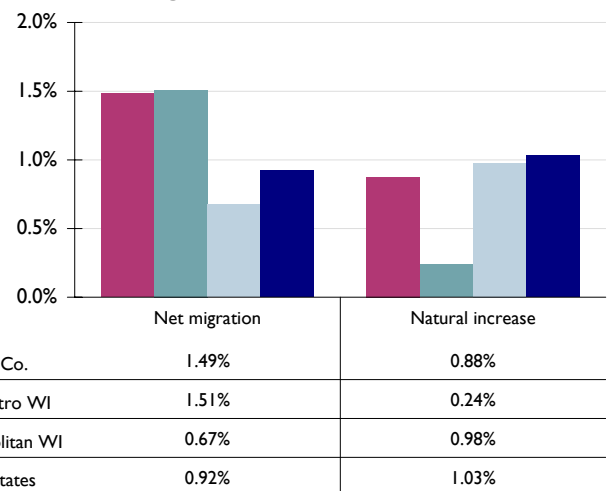


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Monroe County</b>	40,899	41,865	2.4%
<b>Largest Municipalities</b>			
Sparta, City	8,648	8,818	2.0%
Tomah, City	8,419	8,572	1.8%
Sparta, Town	2,753	2,890	5.0%
La Grange, Town	1,761	1,798	2.1%
Byron, Town	1,394	1,442	3.4%
Little Falls, Town	1,334	1,382	3.6%
Angelo, Town	1,268	1,285	1.3%
Tomah, Town	1,194	1,235	3.4%
Cashton, Village	1,005	1,015	1.0%
Wilton, Town	925	950	2.7%

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Monroe County is still mostly populated with white residents. Monroe County's share of foreign-born residents is very low compared to the United States, and even Wisconsin.

Barring some unforeseen and radical change in the county's demographic trends, Monroe County will face a shortage of workforce age population in the

(Continued on page 2)

# Monroe County Workforce Profile

## Population Projections by Age Groups in Monroe County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	1,403	1,619	1,757	1,727	1,077	1,103	1,284	1,637	1,646	1,543	1,460	1,047	808	722	664	1,108
Female	1,336	1,497	1,674	1,560	989	1,095	1,236	1,601	1,625	1,472	1,241	974	798	729	700	1,767
<b>2005</b>																
Male	1,499	1,482	1,689	1,782	1,411	1,199	1,205	1,383	1,726	1,689	1,562	1,445	1,000	743	603	1,203
Female	1,433	1,411	1,564	1,602	1,301	1,143	1,177	1,314	1,651	1,654	1,484	1,240	961	765	669	1,790
<b>2010</b>																
Male	1,531	1,564	1,530	1,711	1,452	1,565	1,314	1,305	1,466	1,778	1,718	1,549	1,384	924	625	1,217
Female	1,464	1,497	1,459	1,495	1,335	1,486	1,234	1,258	1,361	1,686	1,670	1,485	1,228	925	703	1,765
<b>2015</b>																
Male	1,586	1,579	1,605	1,449	1,383	1,609	1,690	1,415	1,377	1,504	1,800	1,696	1,477	1,275	776	1,237
Female	1,517	1,512	1,539	1,386	1,237	1,520	1,580	1,312	1,299	1,385	1,694	1,662	1,464	1,179	847	1,762
<b>2020</b>																
Male	1,607	1,626	1,619	1,522	1,173	1,534	1,735	1,810	1,495	1,417	1,530	1,783	1,623	1,366	1,077	1,384
Female	1,536	1,558	1,553	1,458	1,143	1,409	1,609	1,666	1,352	1,320	1,390	1,683	1,636	1,405	1,080	1,895

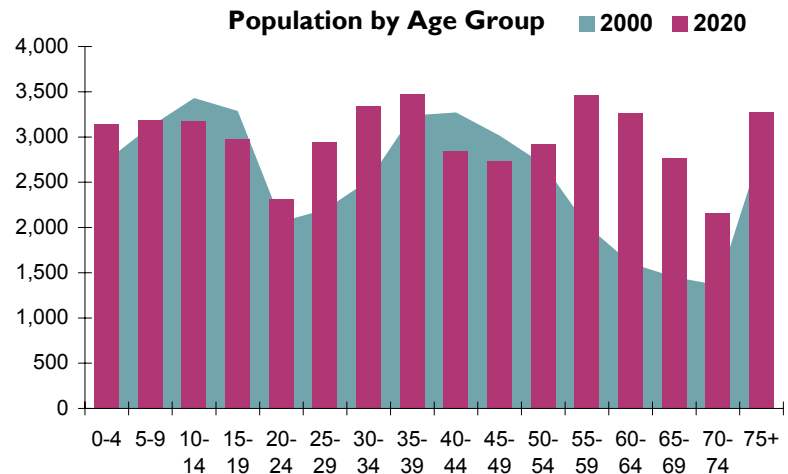
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

future. Nationally, more births are occurring in non-white populations, plus a median age of nearly 37 years cannot be overlooked as the county's median age will only increase in the years to come.

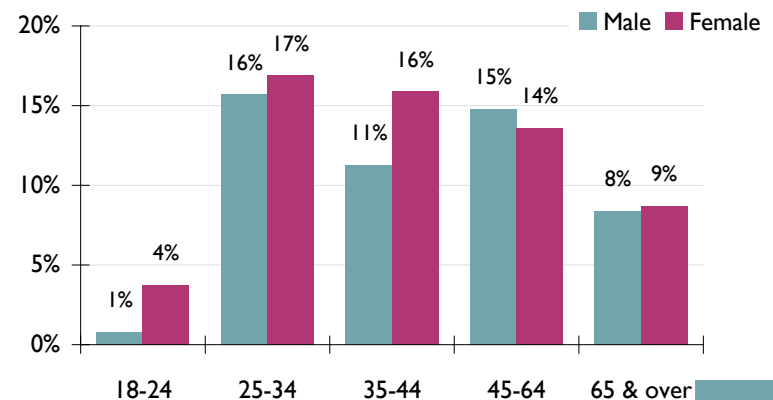
Population-age projections illustrate that the share of population over the age of 60 will increase from 17 percent in 2000 to 24 percent in 2020. The population under 20 years old declines from 30 percent to 26 percent.

From 2000 to 2020 total population is projected to increase just shy of 7,100 more residents. Amazingly, the population over 60 years will account for a whopping 59 percent of this increase. During the same timeframe, the population under 20 years of age will decline by 94 persons.

A noticeable trend in Monroe County, as well as the state, is that a higher share of younger females have a bachelor's degree than men of the same age. In older generations males have higher percentages of college degrees. These generations typified an era of when more men attended college than women. The opposite is true today.



## Percent of age group with at least a Bachelor's degree in Monroe County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph shows that labor force participation rates are highest for the middle-age groups and lowest for the older-age groups. This is typical and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments and are in their prime working years, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Monroe County in 2002 was 66.4 percent, substantially lower than the state and slightly lower than the 67 percent rate of the nation. Monroe's LFPR has slowly, but steadily, dropped during the last ten years. It is likely that Monroe County's LFPR is sliding because the average age in Monroe County is increasing.

These issues (declining LFPR, increasing population over 60) will need to be addressed in the next five to ten years. Increasing the participation rate among Monroe County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups, the graph on the right projects the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase by more than 7,000, the number who participate in the labor force will increase by just 2,000, a LFPR of only 28 percent in the added population.

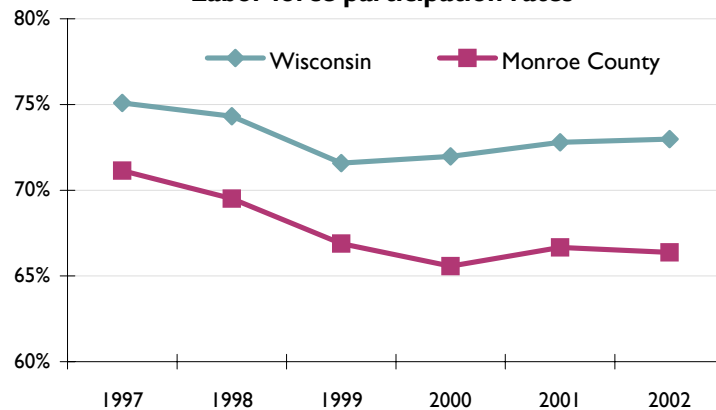
Of the roughly 20,600 residents who currently participate in the labor force about 19,500 are employed and 1,100 are unemployed. The unemployment rate is up from a record low in 1999 due to the recession and lackluster economy. In 2002, the Monroe County unemployment rate climbed to its highest level since 1994.

**Monroe Labor Force Participation by Age & Sex in 2000**



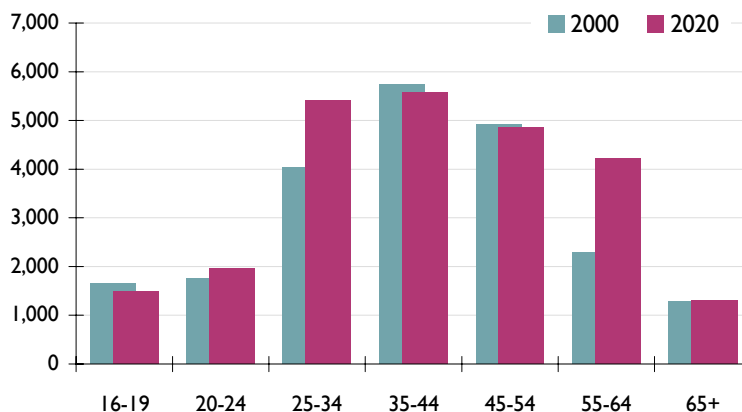
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Monroe County**

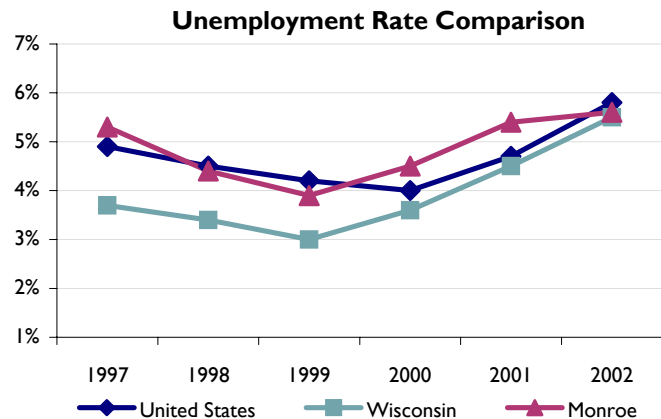


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

(Continued on page 4)

## Monroe County Workforce Profile

When the economy recovers labor shortages will once again become a major problem for employers. Even if there no increase in employer demand for workers, which is unlikely as older persons consume services-providing industries at a higher rate, the unemployment rate in Monroe County will likely be substantially lower than it is currently.



### Monroe County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	20,001	19,901	19,265	20,006	20,758	20,635
Employed	18,944	19,022	18,519	19,098	19,647	19,487
Unemployed	1,057	879	746	908	1,111	1,148
Unemployment Rate	5.3%	4.4%	3.9%	4.5%	5.4%	5.6%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Monroe County is in the Western region of the state and the list of jobs on the right is representative of the jobs in this eight-county region

The greatest numerical demand for workers is found in the 'Most Openings' list. This list includes many occupations considered as first-time, or entry-level jobs and workers often leave these jobs as other opportunities open become available. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percentage change in employment. For example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,500 jobs increased only 25 percent.

### Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
<b>Fastest Growth</b>	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
<b>Most Openings</b>	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.42
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

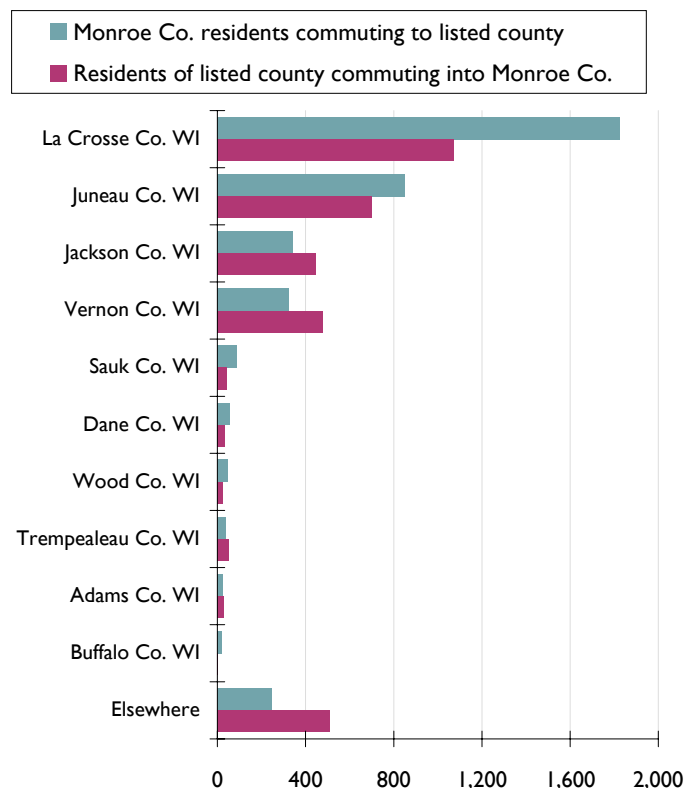
Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

In 2000, Monroe County workers were very mobile and many Monroe County residents worked in a place other than their county of residence. Generally they commute alone. In the 1990 Census, 66 percent of workers drove alone and 14 percent carpooled. According to Census 2000, 76 percent of Monroe County residents drive to work alone

and 12 percent carpooled.

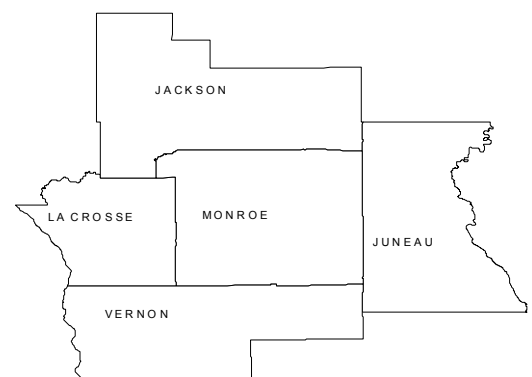
The average time it took Monroe County residents to get to work increased between 1990 and 2000 from 16.6 minutes to 19 minutes, respectively. The number of Monroe County residents commuting out of their county of residence to obtain work increased dramatically between 1990 and 2000., contributing to increasing commute to work times.



The number of workers lost daily to La Crosse County has increased from 61 residents in the 1990 to 752 residents reported in Census 2000., over a 1,000 percent increase. Several reasons exist for workers leaving Monroe for La Crosse including that wages paid in La Crosse County are generally higher than in Monroe and that more management/professional positions exist in La Crosse County than in Monroe County.

Monroe County gains workers each day from Jackson County, however, the amount of the gain fell from 376 residents in 1990 to 102 residents in 2000. The gain from Vernon County into Monroe County also fell, from 214 in 1990 to 153 in 2000.

	Monroe Co. residents commuting to listed county	Residents of listed county commuting into Monroe Co.	Net gain or loss of workers
La Crosse Co. WI	1,825	1,073	-752
Juneau Co. WI	851	699	-152
Jackson Co. WI	344	446	102
Vernon Co. WI	324	477	153
Sauk Co. WI	87	43	-44
Dane Co. WI	55	32	-23
Wood Co. WI	46	26	-20
Trempealeau Co. WI	40	52	12
Adams Co. WI	26	29	3
Buffalo Co. WI	21	4	-17
Elsewhere	249	508	259



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

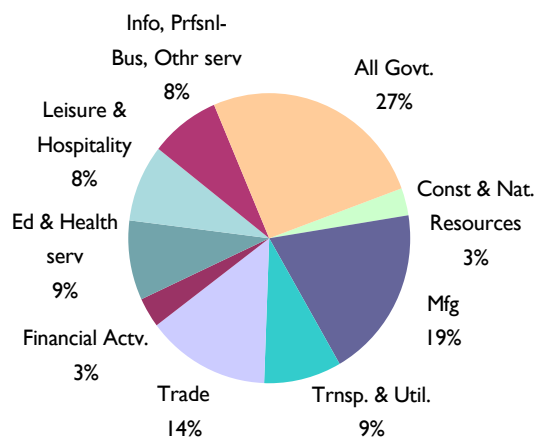
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Monroe County in present and former coding systems.

#### Monroe County Industry Distribution: 2002



Some of the more notable changes are that transportation employment is now grouped with warehousing and utilities and comprises nine percent of local jobs compared to seven percent under SIC, which also included communication employment. Most jobs in communication have been moved to a new sector, information. In the case of Monroe County, the addition of warehousing jobs into this super-sector compensated for the deletion of communication jobs into the information category.

Wholesale and retail trade jobs declined to 14 percent of total employment in NAICS from 25 percent

(Continued on page 7)

#### 2002 Industry Employment in Monroe County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	549	3%	Construction & Mining	3%
Manufacturing	3,406	19%	Manufacturing	19%
Transportation, warehousing & utilities	1,573	9%	Transportation, utilities & communication	7%
Trade (wholesale & retail)	2,509	14%	Wholesale trade	3%
			Retail trade	22%
Financial activities	593	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,421	8%	Services & misc (incl. agr, forestry, fishing)	17%
Education and health services	1,618	9%	Government	26%
Leisure & hospitality	1,511	8%		
Government	4,616	26%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003



## Monroe County Workforce Profile

in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector known as leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourism-related businesses. It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly

estimates. Most education jobs are included in the broader government sector.

The lists of Monroe County's top ten industries and employers, below, use the North American Industry Classification System.

### Top 10 Industry Groups in Monroe County

Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Services and Drinking Places	71	1,204	13
Educational Services	9	1,197	-26
Hospitals	3	1,076	-15
National Security & International Affairs	*	*	*
Administrative and Support Services	22	971	647
Truck Transportation	40	877	54
Machinery Manufacturing	8	720	-21
Executive, Legislative, & Gen Government	32	719	23
Warehousing and Storage	*	*	*
General Merchandise Stores	6	580	-6

\*data suppressed to maintain confidentiality

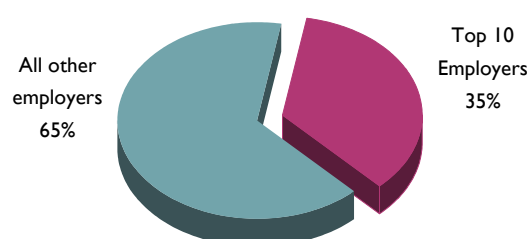
### Top 10 Employers in Monroe County

Company	Product or Service	Size
Wal-Mart Associates	General Retail and Distribution Center	1000 +
Department of Defense	National Defense and Security	500-999
Department of Veterans Affairs	Veterans Hospital	500-999
Northern Engraving	Motor vehicle metal stamping	500-999
Toro	Farm machinery and equip. manufacturing	500-999
Tomah Public School	Elementary & secondary schools	500-999
County of Monroe	Executive and General Government	250-499
Sparta Area School Dist.	Elementary & secondary schools	250-499
Cardinal Glass Industries	Glass product manufacturing made of purchased glass	250-499
Cfi of Wisconsin	Dairy product wholesaler	250-499

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Monroe County Workforce Profile

In the last few years the significance of the public administration sector has declined in Monroe County, however it remains a important component of the county's economy. The bottom graph shows the continued presence of public administration employers in Monroe County. Roughly 13 percent of all jobs in the county and 18 percent of the total payroll is from public administration employment. The annual average wage for workers in this sector in 2002 was \$34,916 which exceeded the average wage for similar workers statewide by three percent. Recently a noticeable number of jobs at Fort McCoy have been outsourced to private contractors. Outsourced work would not appear as public administration, but would likely appear in the professional and business services sector. The average wage for all workers in Monroe

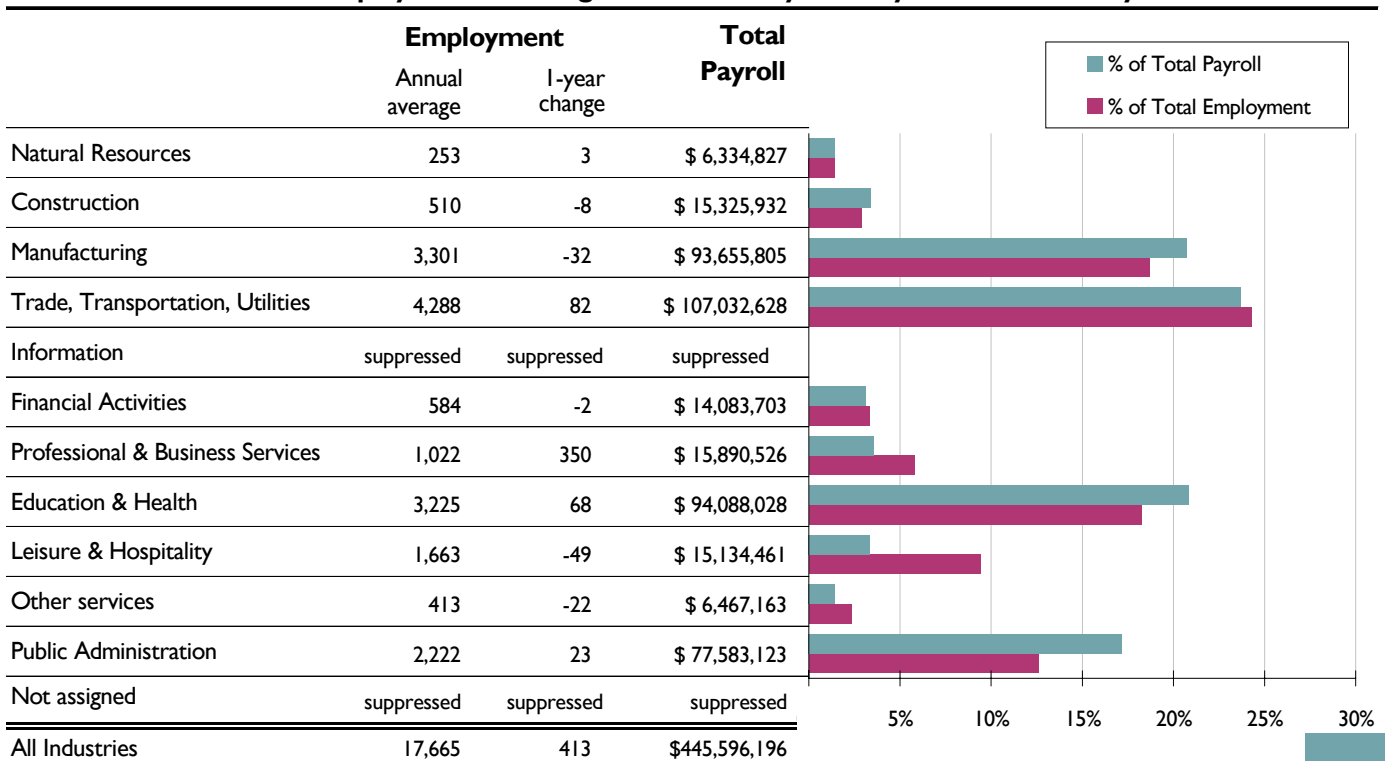
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Monroe County	Wisconsin	% change
All Industries	\$ 32,422	\$ 25,569	79%	4.0%
Natural resources	\$ 25,481	\$ 25,039	98%	-1.7%
Construction	\$ 39,649	\$ 30,051	76%	4.1%
Manufacturing	\$ 40,584	\$ 28,372	70%	4.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 24,961	88%	6.6%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 24,116	60%	5.0%
Professional & Business Services	\$ 36,324	\$ 15,548	43%	-29.7%
Education & Health	\$ 33,768	\$ 29,175	86%	3.0%
Leisure & Hospitality	\$ 11,837	\$ 9,101	77%	3.3%
Other services	\$ 19,500	\$ 15,659	80%	1.9%
Public Administration	\$ 33,769	\$ 34,916	103%	11.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

County, \$25,569, increased four percent from the 2001 average of \$24,587. Statewide, the average wage rose 2.7 percent in 2002.

### 2002 Employment and Wage Distribution by Industry in Monroe County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

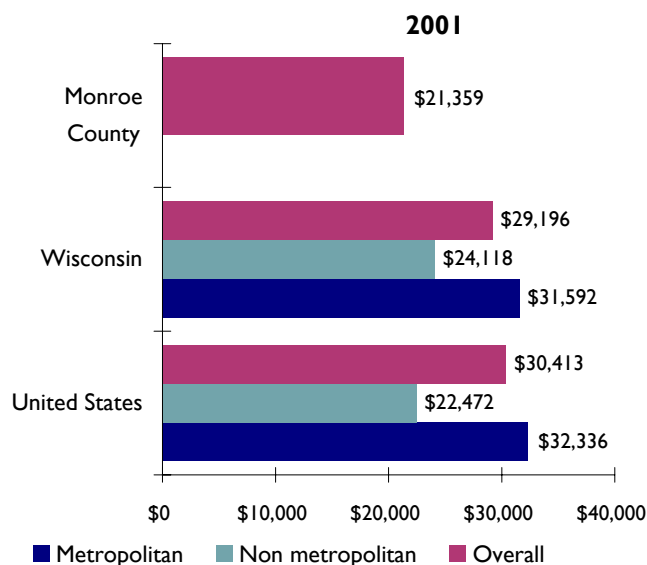
Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

Monroe County's PCPI in 2002 was \$21,359 and ranked 55<sup>th</sup> out of Wisconsin's 72 counties. Per capita income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's labor force participation rate.

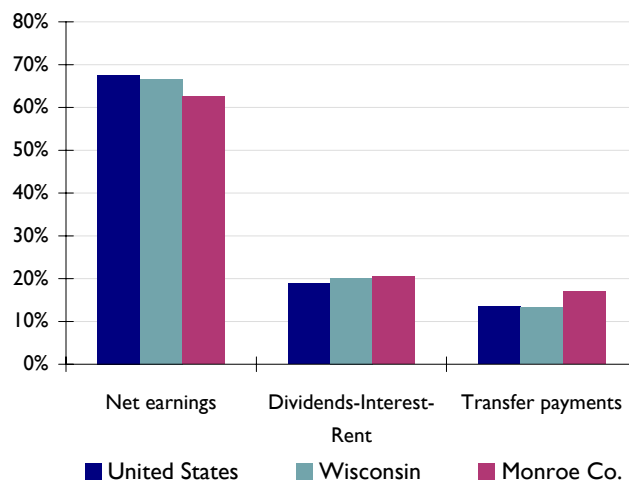
Monroe County's PCPI growth rate has been sluggish over the last five year increasing 20 percent and lagging both the state and national growth rates by over five percent points.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Monroe County	\$17,801	\$18,523	\$19,491	\$19,877	\$20,992	\$21,359	1.7%	20.0%



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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